

## **A Descriptive Study on The Importance of Digital Marketing in India**

<sup>1</sup>, Prof.M. Bhuvaneshwary, <sup>2</sup>, PRABEENA K.P

<sup>1</sup>, Assistant Professor Department of Commerce, SNGC college Chavady, Coimbatore

<sup>2</sup>, Research Scholar Department of Commerce, SNGC college Chavady Coimbatore

### **I. INTRODUCTION**

Digital Marketing is a broad term which refers to the promotion of products or brands via one or more forms of electronic media. For instance, advertising mediums that might be used as part of the digital marketing strategy of a business could include publicity efforts made via the internet, social media, mobile phones and electronic bill boards, in addition to digital, television and radio channels. Digital marketing undertaking include Search Engine Optimization (SEO). Search Engine Marketing (SEM), Content Marketing, influencer marketing, content automation, campaign marketing, e-commerce marketing, social media marketing, e-mail direct marketing, display advertising, e-books and any other digital media. It also encompasses non-internet channels that provide digital media such as mobile phones (SMS and MMS).

**Definition of Digital Marketing:** Digital marketing is a form of direct marketing consumers with sellers electronically using interactive technologies link e-mails, web sites, online forums and news groups, interactive television, mobile communications. (Kotler and Armstrong,2009)

**History of Digital Marketing:** In the 1990's the term digital marketing first coined with the debut of server or client architecture and the popularity of personal computers, the Customer Relationship Management (CRM) application became significant part of marketing technology. Digital marketing helps a company to promote its products or brands through various online channels so that they can reach out to the targeted customers without any help. Now a days the opportunities of digital marketing is unparalleled (CRM), and very soon, it is believed that digital marketing will completely enough the traditional marketing with it

**Objectives of Digital Marketing:** The primary objectives of digital marketing is to provide online presence to business through website and social media this can spread awareness about brand and provide support to customer by handling their grievance and queries, which ultimately leads to sales, customer acquisition and satisfaction.

**The main objectives of digital marketing are:**

1. To create brand awareness.
2. To generate potential leads through advertising.
3. To increase engagement amongst the audience related to business.
4. Reducing bounce rate on website.
5. Market segmentations on basis of the product.
6. Increasing customer satisfaction.
7. Increasing brand loyalty.
8. Understanding consumers needs and connecting with them directly.
9. Promote new services or product launches.
10. Surveys the audience to validate product and its application in long run.

### **II. IMPORTANCE OF DIGITAL MARKETING**

- **Cost Effective:** Digital Marketing is very cost efficient compared to traditional marketing channels like TV and print media. In facts, the cost of digital marketing campaigns will be a fraction of traditional marketing channels like print and TV.
- **Access to the mobile users:** Most of the people use their smart phones search for a place, any time given material at any time. Digital marketers send the marketing message to customers.

- **Interactive:** Most of the traditional marketing channels are static and one time production, where as digital marketing as interactive channel where customers engage with the brands, data can be shared effectively and using advance digital marketing techniques can influence them to get convert in to potential clients.
- **Tracking:** In digital marketing tracking the results is easy compared to traditional marketing channels.
- Digital marketing is the measurable form of marketing
- Digital marketing is very affordable and profitable

### **III. CHALLENGES IN DIGITAL MARKETING IN INDIA**

- ❖ **Increased Security Risk:** As more information is shared online, there is more incentive for hackers to find ways to get through security.
- ❖ **Cluttered Market:** There are millions of websites in a limited number of time. So the customers cannot reach the beat way of marketing.
- ❖ **Less focus on key words:** Find the right key wards and use them the right way and your sight could shoot to the top of search results.
- ❖ **More advertising blockers:** The use of advertising blocking software is growing exponentially, and people who are not using them will soon be in the minority.
- ❖ **Increased advertising cost:** There is more competition than ever for advertising and networkers like Google and Facebook are pushing up prices across the broad.

**Successful way of digital marketing in India:** Digital marketing is a piece of digital economy. India is quick moving county towards the digital economy the development has been quick end with the demonetization of the Indian currency in the last years. The digital market requires digital promotion strategies. Indian banks are additionally given more client amicable and secure money transaction services. Presently Indian shopper is investing in more energy in online networking and web suffering.

**The successful way of digital marketing Plan:** Create an organised arrangement and guide by checking on your present short comings and the chances to help online leads and deals.

**Oversee:** Review of marketing exercises, with the goal that you know where to centre to get the quick wins which will have the greatest effort

**Learn the enhance:** Learn the excepted procedures and achievement elements to enable you to content to show signs of improvement comes about.

#### **Influencing factors of Digital Marketing**

- Expensive Innovation
- The versatile and web rates are extremely aggressive.
- The cost of marketing is low
- Lack of online experience
- Believe in traditional business rehearses

#### **Objective of the study**

- 1.To study the concept of digital marketing in India.
2. Importance of Digital Marking in India.
- 3.How to successful digital marketing in India.

### **IV. CONCLUSION**

The research and practice of digital marketing improving with the advancement of technology. The advancement of technology fosters multi faced opportunities and at the same time unprecedented challenges for the marketers. In the present era, buyers expect knowledge that offers potential solution to their product related problems. The strong visibility of the organisation or the brand through the digital marketing all owes the consumers to develop perceived knowledge above the brand.

**REFERENCE**

1. Philip Kotler - Marketing management - Person
2. S.L.Gupta Marketing Research – Excel India Publishers
3. Marketing Management – Dr. K Karunakavan
4. [www.kbmanage.com](http://www.kbmanage.com)
5. [www.businessdictionary.com](http://www.businessdictionary.com)